



IDOE State Update

BE/ME Conference

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The Plan To Win

A framework for deepening
customer connections



Who are BMIT Customers?

- Students
- Parents
- Community Leaders
- Business Leaders
- Administrators
- Guidance Counselors
- Other Disciplines



The Plan To Win

- People
- Products
- Place
- Price
- Promotion



People

- Key to delivering a great learning experience
- People (teachers) have always been the first pillar of our success.
- When BMIT teachers are well trained to deliver an exceptional experience to every customer, every time, we have a strong foundation on which to build.



People Provide Leadership

- Dawn Small—Trainer for DCT for six years, Cur. Dev.
- Amy Hollingsworth—DCT Trainer, PBL, Curriculum Dev.
- Darla Harrington—DCT Trainer, PBL, Curriculum Dev.
- Sharon Abriani—Rubrics Queen, PBL, Curriculum Dev.
- Tina McCloud—Technology Queen for Conference, BPA, and lots of other things
- Pam Raines—Leader for Change in Middle School
- Judy Commers—Academy Trainer (competency-based), Curriculum Development, PBL, and lots of other things



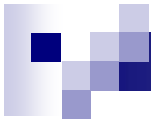
People In the Classroom

- Barbara Lorch—Interactive Media
- Kathy Jackson—Interactive Media & DCT
- Denise Selm—DCT
- Mary Tidd and Dena Irwin—Internships
- Gayle Topp, Jeanne Burroughs, Angie Nolte, Karen Podell, John Dawson—
Department Chairs who lead the way



People Who Get Involved

- Project Based Learning Participants
- Curriculum Development Participants
- BPA, DECA, and FBLA Advisors
- IBEA and IMEA Board Members
- DCT and Tech Camp Participants
- Academy Participants



Apple Award

- Served on various curriculum committees including
 - Course Titles and Descriptions
 - Fashion Merchandising
- Serves on DECA Executive Council
- Involved in various DECA initiatives
- Entrepreneurship Academy completer
- DECA advisor of largest DECA chapter in IN
- Janice Brown, Carmel High School



Products

- Great quality
 - State standards for all courses
 - Curriculum resources for all courses included on CD
- Great variety
 - Courses offered in Business, Marketing, IT
 - Finance Academy, BMF Academy, Entrepreneurship Academy, Information Technology Academy
- Great choice
 - Career Pathways (sequence of courses) to allow students to prepare for college and work
 - Job Opportunities Plentiful
 - Business among some of the highest majors in college



Products

- Great variety and choice

- ☐ Accounting
- ☐ Management
- ☐ Marketing
- ☐ Business Law
- ☐ Economics
- ☐ Personal Finance
- ☐ Information Technology
- ☐ Entrepreneurship
- ☐ International Business
- ☐ Communication

- Source: NBEA



Products

- Committed to our high product standards
 - Committed teachers
 - Project-Based Learning
 - Standards based curriculum
 - Integration of academic standards
 - Career and Technical Student Organizations
 - Industry Certification



Place

- Contemporary and Convenient

- ☐ What works for your customers (students)
- ☐ Mix it up a bit—not the same old stuff

- Warm and Welcoming

- ☐ What do you do in your class that welcomes your students and makes them want to be there the next time?
- ☐ Your mood determines the mood of your customers (students)



Place

- Developing new ways to enhance the learning experience
 - ☐ Where does learning take place
 - ☐ Classroom with 30 chairs in a row—try something different
 - ☐ Engage students with new ideas and ways to learn
 - ☐ Career and Technical Student Organizations
 - ☐ Use Technology and Internet as tools
 - ☐ How do students learn (they learn in different ways than we do)
 - ☐ Digital Communication Tools
 - ☐ Entrepreneurship Week February 24-March 3, 2007
 - ☐ Online Courses
 - ☐ Work Keys Certification
 - ☐ Work Ethics Certification



Alignment of Terms & Dates

The American Generations

Silent Generation	1925–1945
Baby Boomers	1946–1964
Beat Generation	1948–1962
Generation Jones	1954–1965
Consciousness Revolution	1964–1984
Baby Busters	1958–1968
Generation X	1961–1981
MTV Generation	1975–1985
Culture Wars	1984–2005
Boomerang Generation	1981–1986
Generation Y	1977–2003
Millennials	1982–2000
Internet Generation	1986–1999
New Silent Generation	2001–



Millennials

- It is not that Millennials don't like work, as much as, they don't like the way we make them work
- Their minds have been prepared to win without rules
- They have been trained to expect challenges & being pushed to finding new ways of winning
- They have been trained to take losses in the course of learning to win



Millennials

- What appears to many older cohorts as a lack of job commitment or poor work ethic can just as easily be construed as a strong commitment to improving their situation & a lack of tolerance for unacceptable or unsatisfactory situations.
- In their experience ripping out of a job that isn't meeting their expectations is no different than hitting CTRL ALT DELETE if the computer locks up.
- Millennials know what you expect from them but often you don't have anything they want.



Place

- See opportunity everywhere
 - ☐ Make every moment a teachable moment
 - ☐ Current events
 - ☐ Personal situations
 - ☐ Share from your experiences
 - ☐ Make it as real world as possible
 - ☐ Business Advisory Committees
 - ☐ Parents
 - ☐ Community Leaders
 - ☐ Postsecondary Education partnerships



Price

- A balanced approach to delivering value and choice
 - We may think we are teaching good stuff, but are our students, parents, and community leaders convinced?
 - Customers have lots of choices. What are we doing to make them want to purchase our product?
- People demand good value
 - What makes your classes the best value for your students?
- This means high quality learning at a reasonable price
 - Summer Workshops for Teachers
- Choices creating a wider selection of value price points
 - Flexibility in our course offerings
 - Career Pathways



Promotion

- Bold and innovative
 - Rigor, Relevance, Relationships
- Committed to relevance
 - Technical Honors Diploma
 - Co-Op Education and Internships
 - Industry Certifications
 - Certified Internet Webmaster (CIW)
 - CITIDOE—State Partnership with IDOE BMIT and IUPUI Computer Technology Department
 - Other Certifications such as Work Keys and Ethics



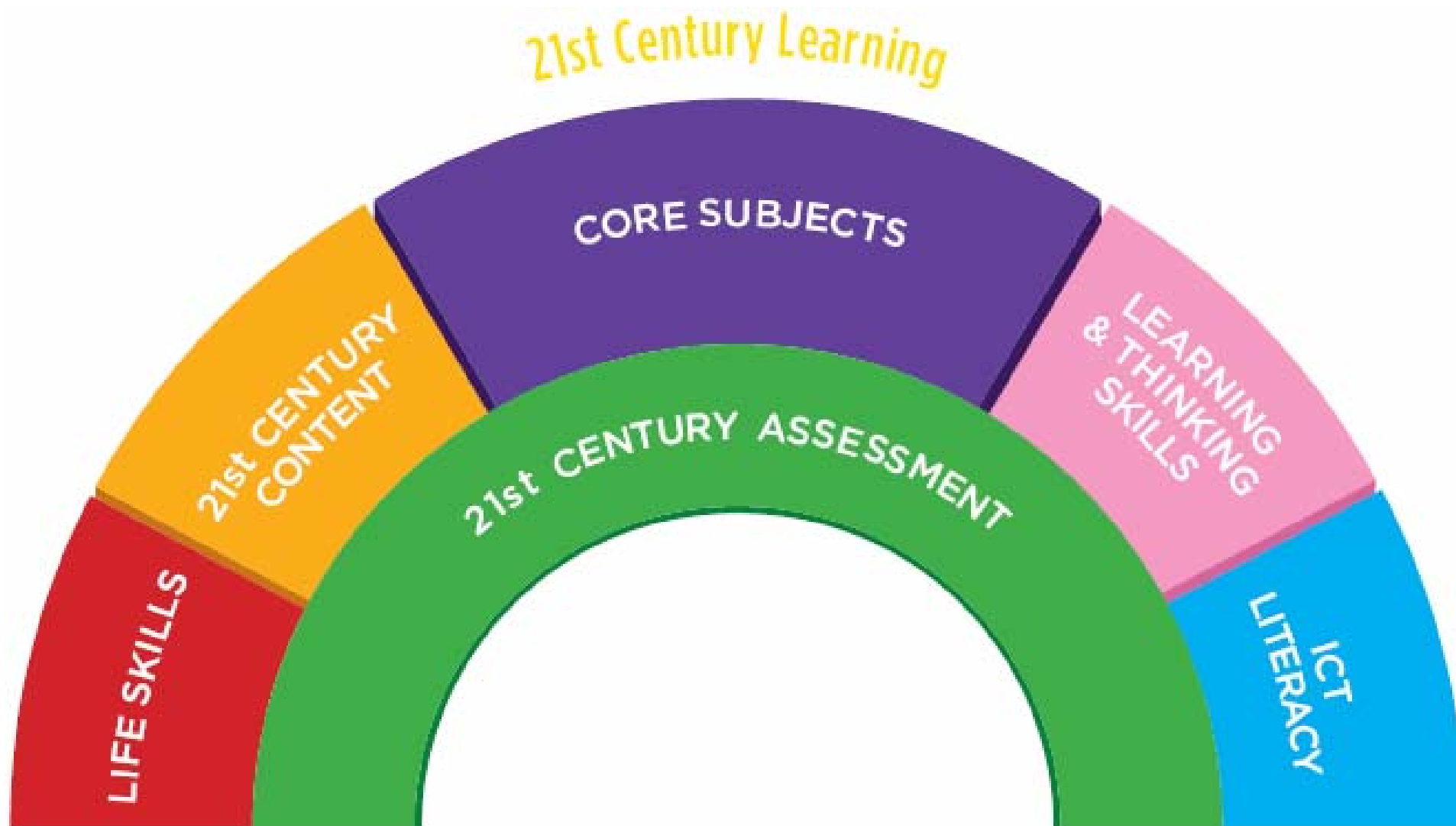
Promotion

- Promoting our brand and connecting to our customers
 - Building the power of our brand in a fast-moving, always-changing world.
 - A smiling face and the opportunity to excel builds our brand one customer at a time.
 - Do people know who we are or what we are about?



Promotion

- Our brand mission is to be our customers' favorite place to learn.
 - Focus on the right things
 - 21st Century Skills
 - Attributes for New Hires
 - Communication Skills
 - Flexibility (shift gears on the fly)
 - Ability to work in unstructured environment
 - Provide a solid framework to deepen every aspect of our connection to our customers





21st Century Skills Framework

■ Life Skills

- ☐ Leadership
- ☐ Ethics
- ☐ Accountability
- ☐ Adaptability
- ☐ Personal Productivity
- ☐ Personal Responsibility
- ☐ People Skills
- ☐ Self Direction
- ☐ Social Responsibility



21st Century Skills Framework

■ 21st Century Content

- ☐ Global Awareness
- ☐ Financial, Economic, Business and Entrepreneurship Literacy
- ☐ Civic Literacy
- ☐ Health & Wellness Awareness



21st Century Skills Framework

- Learning and Thinking Skills
 - Critical Thinking & Problem Solving Skills
 - Creativity & Innovation Skills
 - Communication & Information Skills
 - Collaboration Skills
 - Contextual Learning
 - Information and Media Literacy



21st Century Skills Framework

- Information and communications technology (ICT) literacy is the ability to use technology to accomplish:
 - ☐ Critical Thinking & Problem Solving Skills
 - ☐ Creativity & Innovation Skills
 - ☐ Communication & Information Skills
 - ☐ Collaboration Skills
 - ☐ Contextual Learning
 - ☐ Information and Media Literacy



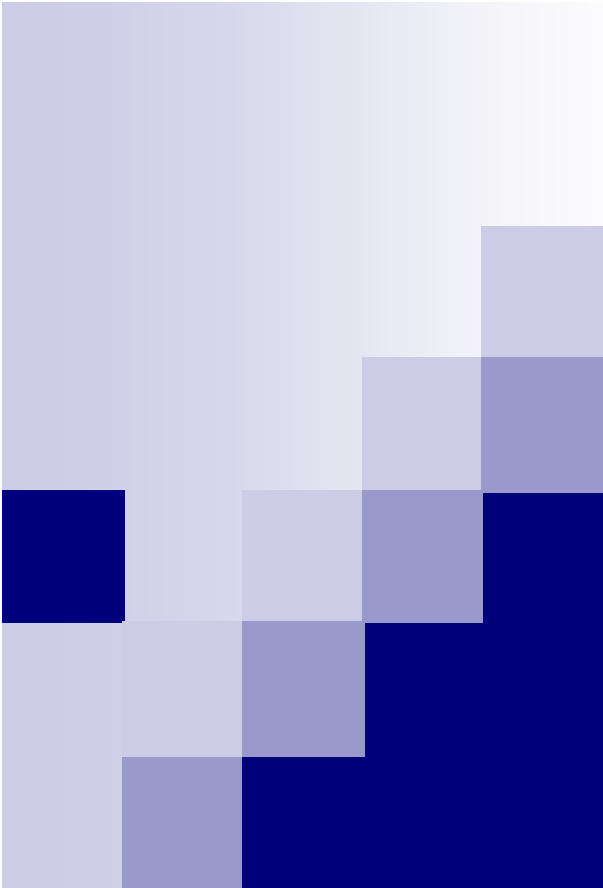
Promotion

- Work to build trust, strengthen our relationships with customers and take the lead on issues important to them
 - Information Technology
 - Entrepreneurship
 - Personal Finance
 - Marketing
 - Work with business leaders, other disciplines, and as a cohesive department
- That means providing customers with information to help them make informed choices and be more active
 - Career Pathways
 - Job Opportunities in BMIT



Promotion Initiatives for 2007

- Entrepreneurship Week Feb. 24-March 3
- Tech Camp 2007 July 23-26, 2007
- DCT Workshops—three or more
- Entrepreneurship Academy
- Curriculum Development (based on funding)
 - Business Technology Lab I & II
 - Finance Academy
 - Business, Management, and Finance
 - Computer Programming AP Training
 - DCT and Computer Applications



How can we be our
customers' favorite
place and way to
learn?

Make our programs vibrant
and alive.

BMIT!



Career or Calling?

Is teaching your passion?



For Information Contact

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